

Abstract of the Disclosure

An RFID tag-incorporating bar code label having sufficiently high durability even when the label is attached to a tire and capable of reliable communication with a reader. A dipole antenna type RFID tag 14 is interposed and fixed between a first sheet member 11 whose front surface is printed with a bar code 13 and a second sheet member 12 having an adhesive layer formed on the rear surface, thus fabricating an RFID tag-incorporating bar code label 10 having an RFID tag buried in the central portion of a bar code sheet 17. The label 10 is bonded to a tire. Therefore, the position of the RFID tag 14 can be easily specified. Due to the existence of the second sheet member 12, the RFID tag 14 can be spaced apart from a rubber member and a steel product constituting the tire by a predetermined distance.